

Winning American Hearts: Insights from Zinklar's Brand Loyalty Study

Emotions, Trust, and Value: Key Drivers of Brand Loyalty in the US



New York City, New York Jul 26, 2023 ([Issuewire.com](https://www.issuewire.com)) - Zinklar, the leading market research SaaS platform, has uncovered fascinating insights into brand loyalty among American consumers through an extensive study. The research, which explored various industries and consumer behaviors, sheds light on what drives unwavering loyalty to favorite brands.

Zinklar's findings revealed intriguing trends in the consumer market. Alcoholic beverages were more popular among male consumers, and packaged food products saw increased budgets from 59% of the US population. Brand loyalty varied across categories, with beverage, personal care, household care, and pharmacy products showing higher levels of loyalty.

The study identified key drivers influencing brand loyalty, including good value for money perception and a well-known brand. Emotional connections, product variety, and enticing offers also played crucial roles in fostering loyalty.

Preferred brands evoked strong emotions among consumers. Kraft and Tyson stood out in the packaged food category, while Pepsi and Coke dominated the beverage segment. Trust, happiness, and pleasure were dominant emotions associated with preferred brands.

Understanding consumer attitudes toward brand loyalty is vital for businesses. Zinklar's research revealed that 7 out of 10 US consumers identified with brands aligning with their values and lifestyle. Social media, especially Facebook, Instagram, and TikTok, significantly influenced brand choices.

A dedicated group of consumers exhibited unwavering brand loyalty, particularly for Pepsi, Clorox, and Dove. This group valued emotional connections, good value for money, and brands that resonated with their lifestyle.

About Zinklar

Zinklar is a market research SaaS platform that provides real-time consumer insights in over 80 countries. Its data-driven solutions help businesses evaluate product concepts, assess advertising campaigns, and understand consumer opinions and buying habits.

For a deeper understanding of brand loyalty, download the complete report for FREE at www.zinklar.com.

Contact:
Andrea Camacho A
PR & Communications Manager
andrea.camacho@zinklar.com
+34 657072151

Media Contact

Zinklar

andrea.camacho@zinklar.com

andrea.camacho@zinklar.com

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